

The following VET workshops are being presented at the annual **Australian International Education Conference (AIEC) 2009** in Sydney this October. They have been designed to compliment each other for professionals wanting to expand their knowledge and understanding in the Business of International Education in the VET sector. The first workshop introduces and exposes the participants to the available tools and techniques to assist in data and sector analysis while the second focuses specifically on developing an Institutional strategy.

### Vet Business Intelligence: Using the Data

Time: 9:00-12:30

**Fee:**

IDP Clients/IEAA Members: **\$325**  
Non-Client/Non-Member Rate: **\$350**



**Melissa Banks** of *Banks Consulting* will acquaint participants with the essential toolkit for undertaking analysis and interpretation of industry and sector-specific data to facilitate understanding of market trends and future patterns in the business of international education.

Participants will-

Be exposed to techniques and examples that develop analysis and evaluation skills to improve decision making

Be introduced to available data sources to build knowledge and skills through appropriate analysis

The workshop will review publicly available data sources, international data sources and recent data and research undertaken via AVETMISS, TDA, ACPET & others. It will also consider the use of business intelligence to improve institutional decision making in marketing and development and will review policy and how the impact of these can be traced.

### Preparing a Vet Institutional Strategy

Time: 1:30-5:00

**Fee:**

IDP Clients / IEAA Members: **\$325**  
Non-Client / Non-Member Rate: **\$350**



**Rebecca Biazos** - *Director International, Gold Coast Institute of TAFE* aims to widen participant's skills in developing a VET institutional strategy for international engagement with this interactive workshop.

This workshop will assist participants to better -

Develop internal & external strategies for international planning, marketing and program development based on strategic planning and project management methodologies.

Plan and sustain international strategies across complex organisations

Refine and design effective strategies for international engagement

Participants will benefit from short presentations with a focus on both content (international engagement) and process (strategic planning). A series of facilitated group work activities and good practice analysis will also be integrated into the workshop.

**Target Market:** Senior management, directors, international project and business development officers.

### Other workshops covering sectors including VET

1. TNE: Good Practice Business Skills
2. Intercultural Inclusion on Campus: Enhancing Interactions Between International and Local Students
3. Using Student Diversity to Internationalise the Curriculum
4. Successful Project Bidding and Contract Development
5. International Education Management: Navigating External and Internal Expectations
6. Intercultural Negotiation
7. Managing Risk and Critical Incidents in Study Abroad and Exchange
8. Best Practice Agent Management